

IRRESISTIBLE EMAIL

Write emails that grab attention,
endear readers, and lead to sales

Welcome to the Irresistible Email Challenge! In this challenge, you're going to discover how to write emails that grab attention, endear readers to you, and lead to sales.

That's what we all want, right?

An active, responsive tribe filled with people who love to pick up what we're putting down.

Death of email? Highly exaggerated

- Huge ROI - spend \$1, get \$44 in return
- Email reaches 85% of people you send to
- Average open rate 22.9%
- Average click-through 3.7%

optimmonster.com/is-email-marketing-dead-heres-what-the-statistics-show/



And despite the ongoing talk of the death of email, it's totally possible.

Here are a few stats I pulled together to show you what I mean.

CLICK

First, email brings a high return on whatever you invest. The latest numbers show that for every \$1 you spend on email marketing, you get \$44 in return.

Yes, please!

CLICK

Here's another – email reaches 85% of the people you send it to. Compare that to social, with its dismal organic reach rates, and

email stands head and shoulders above.

CLICK

A few more nuggets:

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Email has an average open rate of 22.9%, and

CLICK

an average click through rate of 3.7%.

That's AVERAGE.

In this training, I'm going to teach you to be BETTER than average.

Way better!

Even so ... there is another truth we must wrestle with:



It's overwhelm. We're all overwhelmed.

We're subscribed to way too many lists. We've downloaded way too many lead magnets. Some of us are in so deep that we don't even see a way out!

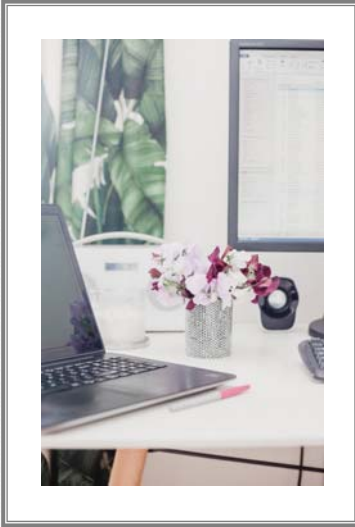
Of course there IS a way out ... and that way is to unsubscribe.

Our jobs, as email marketers, is to create emails that people WANT to read. We want our readers ducking for cover when they see other people's emails in their inbox, but warmly welcoming our emails.

We want to create IRRESISTIBLE emails, emails people want to open, emails people read, emails that build relationships, emails that lead to sales.

And that's what the Irresistible Email Challenge is all about.

5 parts



- Intimacy
- Empathy
- Vibe
- Voice
- Visual voice

I've broken this training into five parts, each one covering one element of what goes into irresistible email content that leads readers to know, like, and trust you so they're primed and ready to buy.

You're going to need more than urgent cart close and last chance messages. You're going to need emails that stand out. And emails that DO stand out have mastered one or more of the elements we'll talk about during the challenge:

CLICK Intimacy, Empathy, Vibe, Voice, and Visual Voice.

Day 1: Intimacy

Let's dive in now to our first element – Intimacy

What do you think of when you hear the word intimacy?

Of course sex

What is intimacy?



- Close familiarity
- Friendship
- Closeness
- Private, cozy atmosphere
- SEX

So what is intimacy?

Some of the definitions say

CLICK close familiarity

CLICK friendship

CLICK closeness

CLICK a private, cozy atmosphere

And yes, CLICK, sex

You know you're thinking it.

And honestly,

CLICK, you can think of it that way.

Intimacy with our list is like sex with our list.

MIND SEX

I know that many of you won't be happy, but that's about as far as I want to take that metaphor, for obvious reasons and even though I could say SO MUCH MORE....

Let's dial it down a few notches and think more along the lines of closeness, friendship, coziness.

1. Intimacy is knowing

Johnny Depp

- A little older than me
- Two kids
- Plays guitar
- Captain Jack Sparrow



And what those words have in common – it's KNOWING.

Intimacy is knowing.

You know ... from KNOW LIKE and TRUST?

So what is knowing?

Here's an example.

CLICK CLICK

Johnny Depp. Let's put aside all of the bad news about him for a moment, and just focus on what it might mean to know Johnny Depp. Or – substitute your favorite personality.

Here's what I know about Johnny Depp.

CLICK He's a little older than me

CLICK he has two kids

CLICK he plays guitar

CLICK and he was absolutely marvelous as Captain Jack Sparrow.

I know these things about Johnny Depp

Knowing comes from sharing intimate, private information with readers

- To know JD, he, personally, would have to:
- “...actively share information with you, particularly **intimate, private information**. For instance, you may be able to find out online what Johnny Depp’s favorite movie is, but if he were to tell you himself, perhaps with personal insight into why it’s his favorite, or where he first saw it, that would give you reason to say you know him (at least a little).”
- <https://www.psychologytoday.com/blog/maybe-its-just-me/201012/what-it-means-know-someone>



First off, may I say that octopi ... and other creatures in the class Cephalopoda ... freak me out a bit?

I don't know if it's the slime, the tentacles, or the eyes. They're just ... eerie.

Next, the first picture in this email ... above ... actually shows an octopus spouting ink; I could not find a photo of a cuttlefish spouting ink.

In fact I didn't even know what a cuttlefish was before now!

This is a cuttlefish.



Share personal, intimate details

- Use other content in your email as intimacy jumping-off points
- From a quote
- From an image
- From a chart
- From an idea

2. Intimacy comes from sharing stories

Personal stories – who are you?

- That time you coached a sick person to wellness
- How you felt when you FINALLY hit that goal
- Your unbelievable luck in having run into an ideal customer on the train



Hello, TEST123.

How did your online business come to be?

What set you on this path?

The impetus for me came after Baby #3 was born, when I was working as an accountant

Yep. An accountant.

People give me strange looks when I tell them what I used to do for a living.

An accountant? An accountant who writes?

Yep. That's me. (I'm no longer working as an accountant, but I can still do my books like a ninja!)

In my first entrepreneurial venture, I created a business called Vintage Papers. I bought, sold, and collected old papers, postcards, photos, and books. (There's something about me and paper. If I get enough interest, I'll tell you about it someday.)

After running Vintage Papers for about a year, I could tell that the business wouldn't sustain me. Then I happened upon a book called, "How to Make \$60K a Year as a Freelance Copywriter."

I was like, *"Huh. This guy's writing for a living. And my writing is better than his!"*

I was cocky back then. Today, I'm mostly grateful.

Share stories

- You know those semi-rhetorical questions we ask in our emails?
- When you ask readers those questions, answer them yourself.

3. Intimacy comes from vulnerability

Open up – make us have feelz!

- How you struggle with _____
- How you screwed up _____
- Why _____ makes your face smile SO BIG
- Why _____ makes you SO ANGRY



Dear fellow writer,

I'm [afraid](#) of being judged. There, I admit it...

But you know what I'm even more afraid of?

Being average, staying within the lines, and caring too much about what a few folks think of me...

Because if you're [too scared to shine](#), then you'll stay semi-dull forever --or at best normal...

Be vulnerable

- Vulnerable = transparent
- Share your fears
- Share what feels SCARY to share
- Vulnerability gets people responding

4. Intimacy comes from your spin

Share the world through your eyes

- Why you're going (or not going) to that event
- How owning that plant is bad for the environment
- Why $2+2$ sometimes = 17



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Spin it your way

- Vulnerable = transparent
- Share your fears
- Share what feels SCARY to share
- Vulnerability gets people responding

Day 1 Assignment

1. List three INTIMATE things you could share with readers.
2. What vulnerability would help readers to FEEL you?
3. What's one thing you have a unique SPIN on?





See you
tomorrow!

~ *Renae*